

VIEWER  
**PROFILE**



**GENDER**

Male: **28.7%**  
Female: **71.3%**



**HOUSEHOLD INCOME**

\$100K+: **22.4%**  
\$75K - \$99,999: **13.7%**  
\$50K - \$74,999: **15.6%**  
\$30K - \$49,999: **26.8%**



**EDUCATION**

Graduated College: **25.2%**  
Some College: **32.8%**



**HOME OWNERSHIP**

Own Home: **56.6%**  
Rent: **39.0%**



**AGE**

18 – 34: **39.1%**  
35 – 54: **36.7%**  
55+: **24.3%**



**PRESENCE OF CHILDREN**

1+ Child in HH: **43.6%**



**MARITAL STATUS**

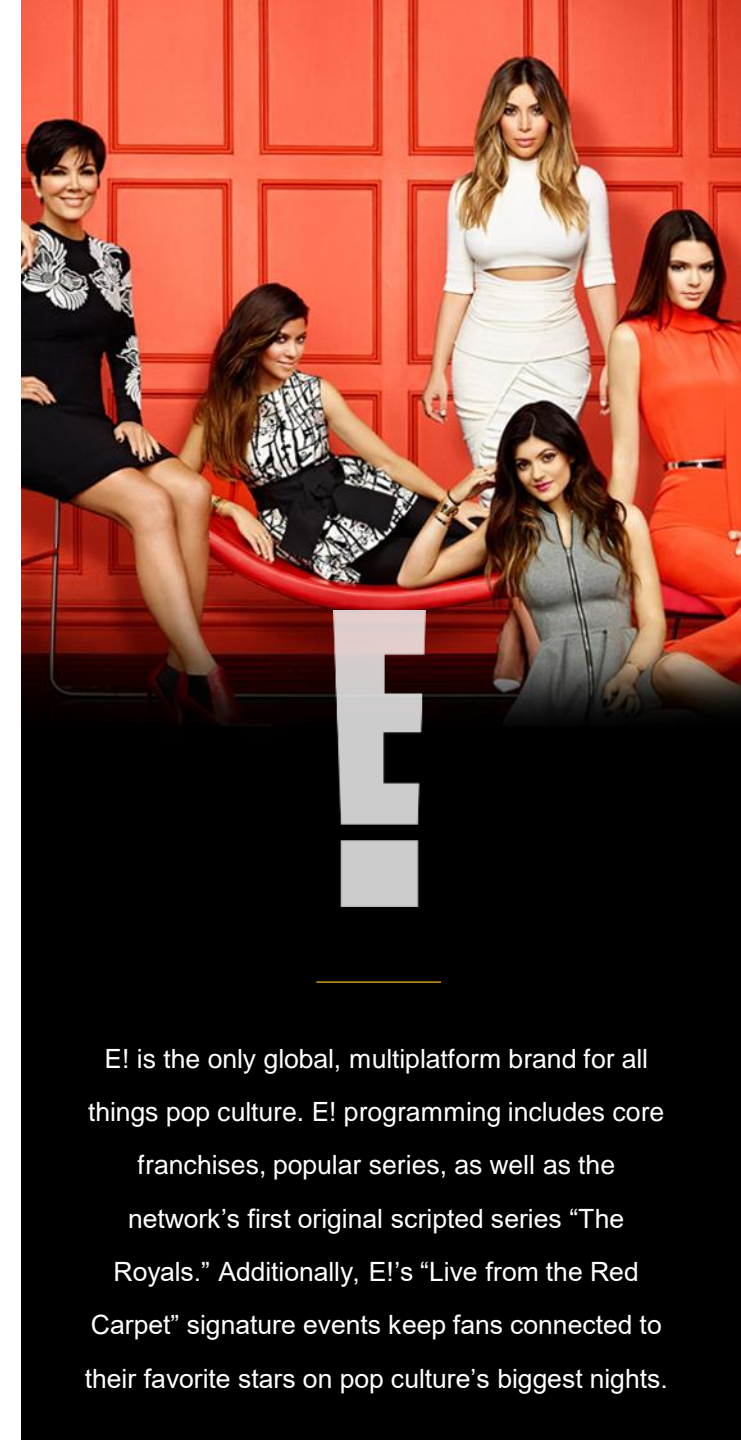
Single (Never Married): **38.6%**  
Married: **43.7%**

Source: Nielsen Scarborough USA Plus-MRI/Mosaic, De15-Apr17, Adults 18+, Cable Networks Watched Past 7 Days: E!

FEATURED  
**PROGRAMS**

- Keeping Up With The Kardashians
- WAGS
- The Royals
- Live From The Red Carpet
- The Arrangement
- Total Divas
- Botched
- Revenge Body with Chloe Kardashian
- People's Choice Awards

Program list is a sample from the network. Shows may change or be cancelled without notice. Cancelled shows may still air in repeats.



E! is the only global, multiplatform brand for all things pop culture. E! programming includes core franchises, popular series, as well as the network's first original scripted series "The Royals." Additionally, E!'s "Live from the Red Carpet" signature events keep fans connected to their favorite stars on pop culture's biggest nights.

## VIEWER PROFILE



### AGE

18 – 34: .....	<b>34.4%</b>
35 – 64: .....	<b>56.0%</b>
65+: .....	<b>9.1%</b>



### GENDER

Male: .....	<b>28.0%</b>
Female: .....	<b>72.0%</b>



### HOUSEHOLD INCOME

\$25K - \$39,999: .....	<b>10.3%</b>
\$40K - \$74,999: .....	<b>22.9%</b>
\$75K+: .....	<b>59.4%</b>



### PRESENCE OF CHILDREN

1 or more in HH: .....	<b>37.5%</b>
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Source: Source: comScore, Inc.; USA Multi-Platform for Desktop 2+ and Total Mobile 18+, Total Audience March 2018

## FEATURED

## PROGRAMS

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